

ORDER



Orders
Order / Rev: 218837
Alt Order #:
Product Desc:
Estimate: 78
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 11/05/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/60 Plus Association
Demographic: A50+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN15791
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	17	\$26,550.00	\$22,567.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$26,550.00	\$22,567.50	0.00
Totals	17	\$26,550.00	\$22,567.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/01/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	---TF--	:30	2	\$1,000.00	P3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$1,000.00		0.00				
N 2	WOOD	11/01/12	11/02/12	Today Show M-F Today Show	CM	658-9a	---TF--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$1,350.00		0.00				
N 3	WOOD	11/01/12	11/02/12	Today Show 3 Today Show 3	CM	10-11a	---TF--	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$1,000.00		0.00				
N 4	WOOD	11/01/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	---TF--	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--			2		\$1,000.00		0.00				
N 5	WOOD	11/01/12	11/01/12	M-F 5p News M-F News 8 @5p	CM	5-530p	---T---	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$4,500.00		0.00				
N 6	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$2,000.00		0.00				

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Advertiser: POL/60 Plus Association
 Product Desc:
 Estimate: 78

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$2,000.00		0.00			
N 8	WOOD	11/06/12	11/06/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
N 9	WOOD	11/05/12	11/05/12	6am Daybreak 6am Daybreak	CM	6-7a	M-----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 10	WOOD	11/05/12	11/05/12	Today Show M-F Today Show	CM	658-9a	M-----	:30	1	\$1,350.00	P3	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,350.00		0.00			
N 11	WOOD	11/05/12	11/05/12	Today Show 3 Today Show 3	CM	10-11a	M-----	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 12	WOOD	11/05/12	11/05/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
N 13	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$4,500.00		0.00			
Totals														17	\$26,550.00